



# PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017-5592 TELEPHONE (212) 880-5000

November 28, 1995

Ms. Christine Maxwell  
MAX SPORT  
4589 Slater Road #107  
Eagan, MN 5  
5122

Dear Ms. Maxwell:

Thank you for your recent sponsorship proposal regarding Philip Morris involvement with the ASA Series which you presented for our consideration.

As you might expect, we have a very active promotional program that fits precise criteria developed to achieve our marketing goals. We have reviewed your proposal carefully and have determined that it does not fit into our promotional plans for our company at this time.

Thank you for your interest in Philip Morris and we wish you every success with the ASA Series.

Regards,

Steve Sampson  
Group Manager,  
Event Marketing

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